

Application no. 10/072,220
Supplemental Amendment dated: September 2, 2003
Reply to office action dated: April 15, 2003

REMARKS

Claims 1-13, 15-17, 20-38 and 41-45 are pending in the application. By this paper, claims 1, 15, 17, 24, 33, 42 and 43 have been amended. No new matter is added by these amendments. Reconsideration and allowance of claims 1-13, 15-17, 20-38 and 41-45 in light of the amendments herein are respectfully requested.

In a telephone conference on September 2, 2003 between the examiner and the undersigned attorney, the examiner requested the amendments made herein in order to correct minor errors and to improve the clarity of the claims. With respect to claim 1, the examiner required correction of the recitation in claim 1, line 2 from "one or advertisers" to "one or more advertisers." Further, in claim 1, the examiner required recitation of a "pay for placement marketplace" in place of the previously recited "online market place." Claim 1 has been amended accordingly. Claims 15 and 17 have been amended to make them consistent with claim 1.

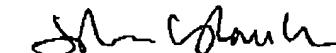
With respect to claim 24, the examiner required recitation of "a database search system in a pay for placement marketplace. Similarly in claim 42, the examiner require a change in the recitation from "an online marketplace system" to a pay for placement marketplace. Claim 24 and 42 have been amended accordingly and claim 43 has been amended to make this claim consistent with claim 32.

Lastly, claim 33 has been amended to correct a minor typographical error noted during review of the claims. No new matter is added by any of these amendments.

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With this response, the application is believed to be in condition for allowance. Should the examiner deem a telephone conference to be of assistance in advancing the application to allowance, the examiner is invited to call the undersigned attorney at the telephone number below.

Respectfully submitted,



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